

CITY OF MILWAUKIE

CLASSIFICATION: PUBLIC AFFAIRS SPECIALIST

Department: Office of the City Manager

Location: City Hall

Union: AFSCME EEO

FLSA: Non-exempt

Category: 2- Professional

DESCRIPTION:

This classification is responsible for the professional information dissemination for the City of Milwaukie. As the Public Affairs Specialist this position plans and implements an external branding and communications program promoting the vision, goals, activities, and brand of the City of Milwaukie to citizens, neighborhoods, businesses and community leaders. This position works closely with all departments to plan, coordinate and disseminate information regarding City programs, services, special events and on-going activities. This classification is the primary contact with the media for all City activities outside of the Police Department. Involves considerable coordination with staff of other departments, the City Manager and City Council to promote awareness and understanding of City services, policies, projects, and issues; coordinates dispute resolution efforts and ensures response to citizen complaints and requests. This position reports directly to the Assistant to the City Manager.

DUTIES AND RESPONSIBILITIES:

(Tasks listed are intended to be descriptive and not restrictive. An employee in this classification may perform any of the tasks listed, however, these examples do not include all the tasks which an employee may be expected to perform.)

ESSENTIAL DUTIES AND RESPONSIBILITIES:

1. Plans and coordinates City-wide marketing and communications strategies. Coordinates communication activities with other Department Heads, City Council, City staff to assure timely and effective public outreach and information dissemination.
 - Meet bi-weekly with Department Heads to develop stories and identify projects that necessitate public involvement.
 - Work with Department Heads in developing their quarterly reports.
 - Attend and report on Council meetings and outcomes for City website, newsletter, press releases, and social media outlets.
 - Offer critique of staff members' Council presentations and materials in pursuit of continued improvement.
 - Attend and report on City special events and outcomes for City website, newsletter, press releases, and social media outlets
2. Acts as the editor of the City newsletter and website by coordinating content and photos. Contributes editorial content and manages layout and delivery. Writes press releases, annual reports, speeches, official statements, brochures, programs and other publications and written materials required. Makes oral presentations before a variety of organizations, using both still and video productions.
3. Serves as the primary contact with the media for the City, excluding the Police Department. May at times coordinate efforts with the Police PIO. Provides information to media when the City's Emergency Operations Center is activated.
4. Coordinates media events for City projects and works with support staff to schedule and script speakers, arrange for event location and preparation, the design and mailing of invitations. Coordinate City events highlighting functions and accomplishments (ex. Earth Day, Photo Radar Van 101 event).
5. Researches, writes, designs, and arranges for the publication and distribution of press releases newspaper articles, brochures and posters, pamphlets and other news and promotional materials concerning City government programs, services, accomplishments and events of public interest.

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6. Contributes to the development of articles by researching, writing and editing articles for the City newsletters, website, social media outlets and other publications.
7. Through ongoing collaboration with Department Heads and by attending City Council meetings, identifies City projects and efforts that need a public involvement component.
8. Works with public access and government access studios to coordinate activities and monitor contracts.
9. Serves as photographer for special events, such as awards ceremonies and proclamations.
10. Acts as the website's Managing Editor.
 - Oversees and works with Department Heads and Web Council to develop content that provides information regarding City actions, announcements, programs and community events.
 - Oversees and coordinates response to online citizen complaints and facilitates problem. resolutions; acts as liaison for City departments.
 - Integrates different media presentations on the City's website and social media outlets.
11. Provides staff support to City Manager, City Council, Department Heads, citizen committees and project teams as assigned.
12. Maintains positive public relations with customers and is responsive to customer needs.
13. Develops safe work habits and contributes to the safety of self, co-workers and the general public.
14. Performs other duties as directed by Assistant to the City Manager, such as assisting in the City Council Goal Setting process.
15. Establish City brand by reviewing all public information materials to ensure brand continuity and to monitor quality of communication.
 - Responsible for City's overall graphic design program.
 - Create and establish templates for memos, PowerPoint's, staff reports.
 - Assist City Manager in reviewing staff materials prior to Council Meetings.
16. Facilitates an open and clear two-way communication between the City and its citizens. Develops methods and processes by which citizens may provide input and feedback to the City.
 - Establish speakers' bureau.
 - Develop Milwaukie FactBook (demographics, trends, history, census info).
 - Develop and maintain a modern social media presence.

Job Specifications:

(Job preparation and prior work experience requirements are minimum standards. Other equivalent combinations of education, training and experience will be considered.)

1. Job Preparation:

a. Education:

- i. Bachelor's degree in journalism, marketing, communications, public relations or related field from an accredited college or university; or
- ii. Any equivalent combination of education and experience.

2. Prior Experience:

a. Work Experience:

- i. Three years of professional experience in journalism, broadcast media, marketing, public relations or closely related field. Desirable to have public sector experience; or
- ii. Any equivalent combination of education and experience.

b. Necessary Knowledge, Skills and Abilities:

- i. Knowledge of principles, practices, techniques, and equipment of journalism, broadcast media, social media, public relations and graphic design.
- ii. Knowledge of and ability to use the informational media appropriate for the dissemination of various kinds of information and publicity material, including radio, television, cable television, photography and print media.
- iii. Knowledge of the requirements of the Freedom of Information Act.
- iv. Knowledge of English usage, spelling, punctuation and grammar and of writing, editing and proof-reading techniques.
- v. Skilled at creatively and effectively writing, editing and designing reports and other publications covering a wide range of subject matter within particular timetables and deadlines.
- vi. Skilled at critically evaluating a variety of subject matter from the standpoint of reader interest, appropriateness, organization of materials and content, style, and English language usage.
- vii. Skilled at learning and applying applicable laws, ordinances, department rules, regulations, principles, techniques, and all other aspects of assignments.
- viii. Skilled at describing, interpreting and evaluating sometimes ambiguous situations.
- ix. Skilled at responding in emergency situations on a 24 hour basis.
- x. Skilled at maintaining composure under adverse conditions.
- xi. Skilled at establishing and maintaining effective working relationships.
- xii. Skilled at speaking effectively in public.
- xiii. Ability to attend meetings or perform other assignments at locations outside the office.
- xiv. Ability to work as a team member.
- xv. Ability to perform the essential functions of the job.

3. Special Requirements:

- a. None

4. Tools and Equipment Used:

- a. Computer and printer, fax machine, copy machine and audio/visual equipment that includes still photography and video equipment, plus editing equipment; Computer software including MS office suite programs including desktop publishing, printers and projectors.

5. Supervision:

- a. This is not a supervisory classification.
- b. Works under the general direction from the Assistant to the City Manager.

6. Communication:

- a. This classification has frequent communications that range from moderate to highly complex. Communications include those with the general public refining often complex information. Other contacts are with a moderate to high degree of complexity and occasionally of a confidential nature.
- b. Frequent communication directly with citizens and through the media.

7. Cognitive Functions:

- a. Work is performed independently with some policy direction provided. Often developing new solutions to achieve desired goals with limited existing policy as guidance.
- b. Decisions most often include those related to public information, event promotion, and publication development. Actions could result in misinterpretation or misrepresentation of City government. This could have negative impact on the local jurisdiction politically and organizationally as well as result in liability to the City.

8. Work Environment: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- a. Generally work is performed in an office environment.

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- b. Some site visits and off site events. During site visits may walk on uneven terrain and be exposed to a variety of weather conditions.
- c. Some evening and weekend meetings and respond to emergency situations at all hours.

9. **Resource Accountability:**

- a. Limited discretion over modest budget.

The job classification description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

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